



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Walker, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	33.2%	Population		70,184	69,782
Southern Satellites	29.1%	Households		28,618	28,683
Rooted Rural	17.2%	Families		20,421	20,267
Midlife Junction	6.5%	Median Age		40.5	42.3
Heartland Communities	5.2%	Median Household Income		\$33,847	\$37,103

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,278.07	\$36,575,675
Men's	47	\$233.64	\$6,686,170
Women's	45	\$420.45	\$12,032,423
Children's	57	\$238.14	\$6,815,137
Footwear	41	\$197.24	\$5,644,601
Watches & Jewelry	54	\$120.72	\$3,454,747
Apparel Products and Services <sup>1</sup>	54	\$67.88	\$1,942,597
<b>Computer</b>			
Computers and Hardware for Home Use	54	\$112.64	\$3,223,580
Software and Accessories for Home Use	49	\$14.16	\$405,215
<b>Entertainment &amp; Recreation</b>	64	\$2,382.16	\$68,172,775
<b>Fees and Admissions</b>	46	\$283.12	\$8,102,262
Membership Fees for Clubs <sup>2</sup>	49	\$81.41	\$2,329,676
Fees for Participant Sports, excl. Trips	43	\$49.55	\$1,418,044
Admission to Movie/Theatre/Opera/Ballet	44	\$65.95	\$1,887,377
Admission to Sporting Events, excl. Trips	48	\$29.55	\$845,757
Fees for Recreational Lessons	44	\$56.28	\$1,610,699
Dating Services	63	\$0.37	\$10,709
<b>TV/Video/Sound Equipment</b>	60	\$855.91	\$24,494,420
Community Antenna or Cable TV	66	\$486.22	\$13,914,770
Televisions	51	\$149.35	\$4,274,031
VCRs, Video Cameras, and DVD Players	62	\$20.54	\$587,916
Video Cassettes and DVDs	60	\$38.99	\$1,115,725
Video Game Hardware and Software	58	\$20.78	\$594,549
Satellite Dishes	85	\$0.94	\$26,816
Rental of Video Cassettes and DVDs	59	\$29.75	\$851,384
Streaming/Downloaded Video	38	\$0.31	\$8,758
Sound Equipment <sup>3</sup>	50	\$105.75	\$3,026,455
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.29	\$94,016
Pets	78	\$343.12	\$9,819,474
Toys and Games	63	\$94.47	\$2,703,603
Recreational Vehicles and Fees <sup>4</sup>	97	\$425.53	\$12,177,950
Sports/Recreation/Exercise Equipment <sup>5</sup>	62	\$133.35	\$3,816,135
Photo Equipment and Supplies <sup>6</sup>	62	\$79.10	\$2,263,663
Reading <sup>7</sup>	58	\$167.56	\$4,795,268
<b>Food</b>	62	\$5,141.88	\$147,150,260
<b>Food at Home</b>	64	\$3,104.12	\$88,833,789
Bakery and Cereal Products	64	\$433.69	\$12,411,246
Meat, Poultry, Fish, and Eggs	65	\$791.16	\$22,641,301
Dairy Products	64	\$357.38	\$10,227,643
Fruit and Vegetables	58	\$482.62	\$13,811,717
Snacks and Other Food at Home <sup>8</sup>	65	\$1,039.27	\$29,741,882
<b>Food Away from Home</b>	59	\$2,037.75	\$58,316,471
Alcoholic Beverages	50	\$296.56	\$8,487,082
Nonalcoholic Beverages at Home	68	\$299.42	\$8,568,892



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<b>Financial</b>			
Investments	37	\$370.52	\$10,603,541
Vehicle Loans	73	\$4,232.56	\$121,127,460
<b>Health</b>			
Nonprescription Drugs	78	\$88.31	\$2,527,300
Prescription Drugs	79	\$445.87	\$12,759,868
Eyeglasses and Contact Lenses	69	\$53.00	\$1,516,644
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	52	\$4,801.60	\$137,412,208
Maintenance and Remodeling Services	52	\$1,074.11	\$30,739,000
Maintenance and Remodeling Materials <sup>10</sup>	82	\$341.18	\$9,763,894
Utilities, Fuel, and Public Services	68	\$3,113.52	\$89,102,688
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	57	\$79.28	\$2,268,828
Furniture	50	\$327.32	\$9,367,346
Floor Coverings	54	\$52.26	\$1,495,571
Major Appliances <sup>12</sup>	68	\$204.93	\$5,864,781
Housewares <sup>13</sup>	53	\$50.36	\$1,441,073
Small Appliances	65	\$22.98	\$657,653
Luggage	44	\$4.39	\$125,620
Telephones and Accessories	49	\$20.99	\$600,575
<b>Household Operations</b>			
Child Care	47	\$192.12	\$5,498,091
Lawn and Garden <sup>14</sup>	68	\$289.68	\$8,289,972
Moving/Storage/Freight Express	55	\$28.92	\$827,735
Housekeeping Supplies <sup>15</sup>	66	\$508.98	\$14,566,033
<b>Insurance</b>			
Owners and Renters Insurance	72	\$351.39	\$10,056,088
Vehicle Insurance	65	\$906.83	\$25,951,796
Life/Other Insurance	69	\$397.16	\$11,366,017
Health Insurance	71	\$1,434.63	\$41,056,130
Personal Care Products <sup>16</sup>	61	\$265.21	\$7,589,735
School Books and Supplies <sup>17</sup>	52	\$61.80	\$1,768,653
Smoking Products	81	\$364.48	\$10,430,746
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	69	\$3,549.16	\$101,569,870
Gasoline and Motor Oil	74	\$1,855.99	\$53,114,834
Vehicle Maintenance and Repairs	63	\$626.47	\$17,928,209
<b>Travel</b>			
Airline Fares	44	\$185.75	\$5,315,751
Lodging on Trips	55	\$234.81	\$6,719,680
Auto/Truck/Van Rental on Trips	41	\$16.11	\$461,097
Food and Drink on Trips	56	\$261.94	\$7,496,182

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.